

Promoting Your Event

Promote your event and Montana Crunch Time throughout Montana! Use the following sample press release/announcement below to invite others to join in your celebration. Download a modifiable Montana Crunch Time flyer to post in your workplace, school, and community. Consider inviting your local representative, an elected official, sports team, service clubs, or other individuals to join in your celebration.

Sample Press Release/ Announcement

FOR IMMEDIATE RELEASE

CONTACT

{NAME}

{SCHOOL/ORGANIZATION}

{PHONE}

{EMAIL OR OTHER CONTACT}

October 26, 2015

It's Montana Crunch Time, {TOWN/SCHOOL NAME}

{TOWN/SCHOOL NAME} is joining schools, preschools, and individuals across Montana in celebrating Food Day and National Farm to School Month by crunching into {CHOOSE: LOCALLY, REGIONALLY, ETC.} apples on October 26th at 2 p.m. MST for *Montana Crunch Time*!

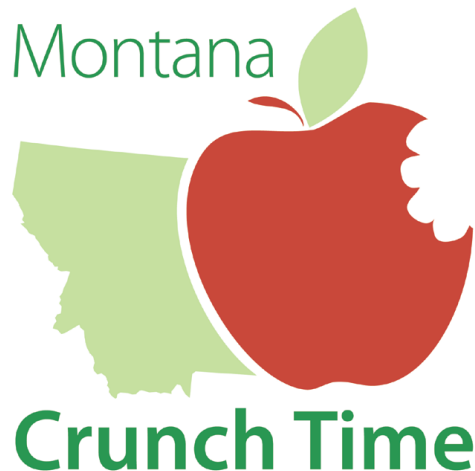
{PROVIDE A BRIEF DESCRIPTION OF YOUR EVENT, ACTIVITIES, LOGISTICS, HOW PARENTS/COMMUNITY CAN BE INVOLVED}

This collective crunch encourages healthy eating and supports farm to school and Buy Local initiatives throughout Montana. {DESCRIBE HOW IT CONNECTS LEARNING OR OTHER RELATED EFFORTS AT YOUR SCHOOL}.

For more information, or to crunch with us, please contact {CONTACT NAME} at {CONTACT PHONE AND/OR EMAIL}.

The Office of Public Instruction, Montana Team Nutrition Program, Farm to Cafeteria Network, FoodCorps Montana, Eat Right Montana and other statewide partners have created a guide to help every Montana child crunch into a delicious apple this October! For more information about Montana Crunch Time, to register and receive your guide, visit www.opi.mt.gov/Farm2School.

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Join preschools, schools, colleges and individuals across Montana in celebrating Food Day and National Farm to School Month by crunching into locally and regionally grown apples on

October 26th at 2:00pm MST.

For more information about Montana Crunch Time, to register and receive your guide, visit

opi.mt.gov/Farm2School

Be sure to collect a “crunch byte” (video, photos, or audio) to share!

Location:

Local Host:



MONTANA
HEALTHY
FOOD AND
COMMUNITIES
INITIATIVE



Share Your Story

We want to see and hear students from all across our Big Sky State crunch into a Montana grown apple at the same time (2 p.m.)! Get out your cameras, video cameras, or phones and take a *crunch byte* from your school to share with others across the state! Be sure to share your story, photos, or videos on social media (Facebook, Twitter, and Instagram) by using tag **#MontanaCrunchTime**.